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FLOWERLAND BULBS

**and Flower Seeds
for Fall Planting**



KING ALFRED DAFFODIL

**PAUL J. HOWARD'S
Horticultural
Establishment**

POCKET
EDITION
Fall 1935

250 So. La Brea
LOS ANGELES

Flowerland

ANEMONES AND RANUNCULUS

If you have seen the field in which Paul J. Howard's fine Anemone and Ranunculus bulbs are grown, you will realize how far superior are these "Flowerland" Strains. Starting from carefully selected seed from the best types of flowers, the plants are grown to flower in the fields, where only the best ones are saved, both for bulbs and seed. All that are even slightly inferior in size, color or form are immediately discarded. Thus our strain is constantly being improved; each year's harvest is better than the last.

Paul J. Howard's

FRENCH ANEMONES

These Anemones resemble large brightly colored poppies in a great variety of dazzling shades of red, rose, blue, purple and white, with black stamens in the center.

They are most showy planted about four to six inches apart, in beds or groups to give a massed effect.

Mammoth Bulbs: \$1.00 per dozen, \$6.50 per 100.

Fine Large Bulbs: 45c per dozen, \$3.25 per 100.

Double Chrysanthemum-flowered Anemones. An unusual and beautiful type.

Mammoth bulbs: 75c per dozen, \$5.00 per 100

His Excellency. A striking cut-flower variety with large bright poppy-scarlet flowers, with jet black centers, on very tall stems. Wonderfully showy.

Extra sized bulbs, 75c per dozen, \$5.00 per 100

Blue Poppy. A handsome cut-flower variety; a splendid companion flower to His Excellency. The color is rich violet blue, with black center. Flowers large on long stems.

**Extra large bulbs, 75c per dozen
\$5.00 per 100**

Like Anemones, Ranunculus should not be planted more than five or six inches apart, as they succeed best in mass plantings. (The extra large-sized bulbs can be planted farther apart). They require a sunny location, good drainage, and very little fertilizer. After planting, a good mulch of ground tobacco stems is very beneficial.

CHINESE SACRED LILY

This is the most popular bulb for growing in a dish or bowl of water. The bulbs should be placed on some coarse sand or pebbles in the bottom of a dish, and enough water should be added from time to time so that just the bottoms of the bulbs are kept covered. The dish should be kept in a cool and rather dark place for two or three weeks. As soon as the tops and roots are well started the dish can be brought to light and living room temperature, where they should come into bloom, brightening the room with their cheerful color and fragrance.

Mammoth Bulbs

Price 20c each, \$2.00 per dozen

FLOWERLAND RANUNCULUS

We spare no effort to produce the most excellent strain of these marvelously beautiful flowers possible, and we know of none that can compare with them in brilliance and range of colors, size and form of bloom, and in vigor of growth. The flowers are huge, double and semi-double, and this strain contains all of the most beautiful colors of rose, red, yellow, orange, scarlet, cream, white, etc.

Flowerland Mixed Colors as above, Mammoth Bulbs: 75c per dozen, \$5.00 per 100. Fine Large Bulbs: 50c per dozen, \$3.50 per 100. Medium Size Bulbs: 25c per dozen, \$1.85 per 100.

SEPARATE COLOR BLENDS

Flowerland Golden Strain. A special selection of large, double types in beautifully blended shades of gold and deep yellow.
 Select bulbs: 75c per dozen, \$5.00 per 100

Flowerland Yellow and White Shades. A beautiful blend of all shades of yellow, cream and white, much sought after for floral decorations.
 Select bulbs: 75c per dozen, \$5.00 per 100

Flowerland Red Shades. A selection of the most brilliant colors, containing mostly shades of rich orange-scarlet and crimson.
 Select bulbs 75c per dozen, \$5.00 per 100

TRITONIA

Flame Freesia. The Tritonia bears beautiful wide open flowers on long stems in the manner of a Freesia. They are most showy in the garden, blooming for a long period of time, and they make excellent cut flowers. We now offer—in addition to the brilliant salmon-orange variety, Salmon King—two new hybrid strains which are most striking and distinct.

Prince of Orange. A new introduction, brilliant fiery orange in color.

New Hybrids. Tritonias in various pretty shades of orange, salmon, yellow and cream.

Price of the above novelties—60c per dozen, \$4.00 per 100

Salmon King. Extra large select bulbs. 50c per dozen, \$3.50 per 100.

SPARAXIS

The flowers are similar to the Ixia, a little larger, funnel shaped and borne in spikes on slender stems. They have a widely varied range of color, the center of the flowers showing a contrasting color to the petals.

Mixed colors—50c per dozen, \$3.50 per 100



Paul J. Howard's

FRAGRANT FREESIAS

Our larger bulbs will produce longer, stronger stems and more flowers.

The newer colored freesias are really gorgeous either in beds or as cut flowers and should be freely planted in all gardens. All the freesias are very easily grown, and take very little room, adapting themselves to any part of the garden. The bulbs should be planted quite close together (about three inches apart).

Freesias are very charming subjects to plant in the rock garden, their dainty bell shaped flowers on slender stems making a beautiful appearance.

Improved Purity. A large and beautiful pure white variety. Very fragrant.

Dorothy Sheepers. Large flowers of beautiful rose-pink.

Olivette. Bright bronzy red, with deep yellow throat.

Robt. Craig. Lovely lilac-rose.

Golden Daffodil. The most beautiful of all clear golden yellow freesias, its large size and beautiful color suggesting its name.

Mary Louise Fischer. A most gorgeous variety with deep violet-blue flowers. An improvement upon the older variety "Splendens".

Mrs. Marc Peters. Beautiful large flowers of clear salmon-rose color.

Sunset. An entirely new color in Freesias, brilliant flame-orange, a true California sunset color. One of the most attractive things in our field.

Paul J. Howard's Special Mixture. A superior mixture including only the very best colored freesias in great variety. No white freesias are included in this mixture.

Price of Any of the Above Fine Freesias
Extra Large Bulbs 50c per Dozen, \$3.50 per 100

BABY GLADIOLUS

**NEW FLOWERLAND HYBRID MINIATURE
GLADIOLUS**

This is a distinct new race of gladiolus, the result of a cross between the Baby "Glads" and one of the larger types. They produce wonderful long sprays of graceful flowers in a wide array of attractive new colors including shades of pink, salmon, rose, red, purple, and lavender. Their long slender stems, and the graceful arrangement of the flowers make them most excellent for cutting; especially beautiful in basket work.

Selected colors in the following shades: Scarlet, Rose, Light Pink, Lavender, Ashes of Roses, Orange, Salmon, Crimson, Orchid, White, flaked with crimson, Pure White, and Peach-blossom.

Select bulbs: 75c per dozen, \$5.00 per 100. Postpaid

WATSONIAS

You will enjoy these gladiolus-like flowers, blooming as they do in the early spring, and lasting in bloom for a long period. They grow from three to five feet high, with foliage like the gladiolus. The graceful flowers are on slender, often branching stems and are splendid for cutting as they last so well. The new colored hybrid Watsonias are most delicately beautiful in color and form.

Clementina. Clear bright pink.

J. J. Dean. Rich rose, with violet tints in the throat.

Diana. Rich orchid color.

Fanny Lyons. Apricot buff flowers on tall graceful stems.

Marion Welsh. Orange vermillion, with long pointed petals.

Mixed Hybrids. A splendid mixture of hybrids in a wide variety of new colors.

Price of any of the above new hybrids

75c per dozen, \$5.00 per 100

Watsonia o'brieni. Clear, glistening white, one of the purest white flowers grown. Beautiful for mixing with other flowers, and makes a fine background in the perennial garden. The flowers are very appropriate for Easter decorations.

Price 75c per dozen, \$5.00 per 100

THE RARE NEW WATSONIA HYBRID (ANTHOLYZA)

A brilliant orange red flower, entirely distinct from any other Watsonia, flowering much earlier, (if planted in September they will bloom in mid-winter) with gracefully arranged flowers in long spikes, many of the stems artistically curving—a delight to anyone who arranges lovely floral decorations.

\$1.50 per dozen; \$10.00 per 100

ZEPHYRANTHES (Fairy Lilies)

Very charming easily grown bulbs, flowering all summer. Grassy foliage and graceful starry flowers about 2 inches across on stems 10 to 12 inches tall.

Zephyranthes carinata (rosea). A lovely rose pink variety with larger flowers. \$1.00 per dozen, \$7.50 per 100.

GLORY OF THE SUN

Leucocoryne ixiodes odorata. A beautiful flower from Chile. The heads of large star-shaped flowers, lovely blue with white centers, are carried gracefully on wiry stems 12 to 18 inches long. Long lasting as a cut flower and as easily grown as the Freesia. The supply of bulbs is now very limited, but it will be in every garden when better known.

Large, 3-year Bulbs: 3 for \$1.00; \$3.50 per dozen

Paul J. Howard's
SPANISH IRIS
(Dutch Iris)

Now that the bulbs of these lovely Iris, among the prettiest of all spring flowers, can be obtained at much lower prices, you will want to plant a quantity of them in your gardens. For cutting and garden-decoration they are orchid-like in beauty.

Unlike the German Iris, the Spanish and Dutch Iris are grown from bulbs. They are easily raised in full sun or partial shade.

Paul J. Howard's extra large bulbs are the size preferred by commercial growers of cut flowers because they produce superior blossoms. You will find them decidedly better in your own garden.

Our list includes only the Dutch type which make larger bulbs, bloom earlier, and have larger flowers of better form.

Three Wonderful Novelties
Rare in Color

Adrian Backer. Very large, beautiful flower of uniform soft lilac color.

Wedgewood. The Dutch Iris supreme. The flowers are extremely large, beautiful Wedgewood blue. Very early blooming.

Indian Chief. Standards bronzy violet, falls rich bronze.

Price of the above three novelties, extra large bulbs
85c per dozen, \$6.50 per 100

D. Haring. Very large, pure white flower, with greyish white standards.

Imperator. Rich deep blue; the most popular late flowering blue Iris.

Leonardo da Vinci. Standards creamy white, falls canary yellow with orange stripe. Very large.

Rembrandt. Standards deep blue; falls broad, azure blue with large orange blotch.

White Excelsior. The best of the whites; pure snowy white, large.

Yellow Queen. Clear golden yellow, a marvelous flower.

Price of the above five varieties, extra large bulbs
75c per dozen, \$5.00 per 100

Paul J. Howard's Special Mixture of SPANISH IRIS

Large bulbs: 50c per dozen, \$3.50 per 100
Spanish Iris mailed postpaid

IXIA

These charming flowers from the Cape of Good Hope are deservedly becoming very popular in the garden, and for cut flowers. They are admirably adapted to basket work, and also are fine for planting in the rockery.

The brilliantly colored, star-shaped flowers are borne in spikes on long, slender, wiry stems. They are easily grown, and should be freely planted.

Separate colors—Red, Orange, Yellow, Brown, Pink and Lavender.

65c per dozen, \$4.50 per 100

Mixed colors—50c per dozen, \$3.50 per 100—Postpaid

SPRING SNOWFLAKES
(Leucojum vernum)

These dainty little snowflakes bloom very early making a fine display of dainty pendant flowers, which are white, tipped with green. They should be planted in masses or clumps, and are wonderful in the rock garden where they can be left alone to bloom year after year. The flowers are also desirable for cutting.

75c per dozen, \$5.00 per 100

CALLAS

The Callas are now used with very smart effect in interior decorations, fitting in as few other flowers will with modern furnishings and decorations.

White Calla. Very hardy, excellent for planting in beds and borders on the shady side of the building.

Large bulbs, 2 for 25c, \$1.25 per dozen, \$8.50 per 100

Extra sized bulbs, 20c each, \$2.00 per dozen

Godfrey Calla. A dwarfier growing, freer flowering variety of the white Calla. The flowers of the Godfrey Calla are particularly suited to cut-flower decorations.

25c each, \$2.50 per dozen

Yellow Calla. These are well worthy of a place in every flower lover's garden. The leaves are bright green with silver markings, while the flowers are of the clearest butter-yellow. The larger bulbs will produce larger plants and more flowers. Small bulbs produce disappointing results.

Extra sized bulbs, 20c each, \$2.00 per dozen

Mammoth bulbs, 45c each, \$4.50 per dozen

BABY CALLAS

A beautiful novelty; the pure white flowers are perfect callas in miniature, on stems 12 to 18 inches high. The smaller size of the blossoms makes them invaluable for corsages, and for vases. This Baby Calla will surely become immensely popular for cutting.

3 for \$1.00; \$3.50 per dozen

Pink Calla. A novelty of great charm. The plant and flowers are dwarf in size. It makes a beautiful cut flower or pot plant. Deep rose in color.

Select bulbs, \$1.00 each

Slightly smaller bulbs—75c each.

STAR OF BETHLEHEM

(Ornithogalum arabicum)

Called "Chinkerichee" in South Africa where it is extensively grown for cutting. The bulb throws up spikes about 18 to 24 inches high, with clusters of large star shaped blossoms of pure glistening white, with a shiny black center. These blossoms have wonderful keeping qualities making them very desirable for cutting. Very easily grown and once planted can be left in the ground for many years.

Large bulbs 75c per dozen, \$5.00 per 100

South African Chincheringchee

(ORNITHOGALUM THYRSIOIDES)

One of the most notable South African bulbs; the cut-flowers are shipped from the Cape to England, keeping for weeks after arrival. Pure milky white, on beautiful long spikes.

75c per dozen, \$5.00 per 100

SOUTH AFRICAN GOLDSTAR

(ORNITHOGALUM AUREUM)

Flowers beautiful orange yellow, beautiful for pot culture or for cutting. The plants remain in bloom for a very long time and the cut-flowers are remarkable for keeping quality.

3 for 75c, \$2.50 per dozen, \$20.00 per 100

AGAPANTHUS

Lily of the Nile. A most desirable plant for garden planting. Its clusters of bright blue flowers are borne almost continuously through the summer months.

Alba. Identical with the blue variety, except the flowers are pure white.

Large plants, 35c each, \$3.50 per dozen

AMARYLLIS

Amaryllis belladonna. The beautiful clear pink amaryllis. The large clusters of fragrant flowers are borne on round flower stalks about two feet high, after the foliage has died down in the summer. After once established they should not be disturbed.

Huge bulbs, 20c each, \$2.00 per dozen

Amaryllis vittati hybrids. This selection of giant bloomers in wonderfully varied and brilliant coloring has been produced by expert growers, and is a selection of the best types and colors from thousands of seedlings produced from hand hybridized flowers. They range in color from pure white ground with rose markings, to red, orange-scarlet, crimson, maroon and endless intermediate shades. The flowers are enormous, often measuring nine to ten inches in diameter with five to six flowers on an individual stem.

50c each, \$5.00 per dozen

CLIVIA

Clivia miniata. Another rather rare bulbous plant from South Africa, but becoming very much in demand for its beautiful orange colored amaryllis-like flowers. The foliage is deep green and evergreen, and the flowers are produced in clusters on stems two feet high. They may be flowered in beds or in pots.

Large, flowering-size plants in pots, \$2.00 each

VELTHEIMIA

VELTHEIMIA VIRIDIFLORA. A very rare and beautiful plant from South Africa. The bulb throws up many long, broad, bright glossy green leaves which are waved or undulated on the edge. From the center of these leaves appears a stout stem 18 to 24 inches high, topped with a dense spike of 25 or 30 tubular flowers of a delicate old rose shade. A lovely thing for a shady location.

Large Plants, \$1.00; \$10.00 per dozen

The Guernsey Lily NERINE SARNIENSIS

Another unusual bulb—of the Amaryllis group, having the same habit of growth; the foliage disappears in summer, beautiful bright red flowers appearing in the fall before the new leaves start. The flowers, borne in umbels of ten to twelve, have narrow petals, crisped and fluted, and are extremely showy. The bulb requires the same treatment as Amaryllis belladonna. A fine subject for garden or pot-culture.

Large blooming size bulbs or plants—

35c each, \$3.50 per dozen

SCILLA

Peruvian Hyacinth

Scilla clusi. A rather rare bulbous plant bearing a large spike of magnificent deep blue flowers like an enormous Hyacinth bloom. The foliage is similar to that of the Agapanthus.

35c each, \$3.50 per dozen

Flowerland NARCISSUS

By planting Paul J. Howard's huge mother-bulbs, you will have in your garden the finest of daffodils; they produce three, four and five flowers to each bulb—more and better flowers at less cost.

No wonder that our bulbs have gained such an enviable reputation among knowing gardeners.

LARGE TRUMPET DAFFODILS

THE GOLDEN TRIO

Olympia. A supremely beautiful daffodil, one of the largest of all. Very free flowering, rich deep yellow in color. Flowering later than King Alfred, and earlier than Tresserve.

Huge bulbs: 20c each, \$1.75 per dozen, \$12.00 per 100

Tresserve. A marvellously showy, immense flower of graceful formation. Flowers late. Bright golden yellow petals. The beautifully fluted trumpet slightly deeper.

Huge bulbs: 20c each, \$1.50 per dozen, \$10.00 per 100

King Alfred. The most popular of the giant trumpet class. Early flowering, bearing immense clear yellow blossoms, the trumpet beautifully frilled.

Mammoth bulbs: 20c each, \$2.00 per dozen, \$15.00 per 100.

Large round bulbs: 2 for 25c; \$1.25 per dozen; \$8.50 per 100.

SPECIAL "GOLDEN TRIO" OFFER

A lovely Floral display for a long season

36 MAMMOTH BULBS

(12 King Alfred
 12 Olympia, 12 Tresserve) **\$4.75 Postpaid**

Spring Glory. Very showy and early flowering clean white petals; long chrome yellow trumpet with prettily reflexed brim.

Price, 10c each; \$1.00 per dozen; \$8.50 per 100

Aeolus. A marvelous daffodil surpassing the more commonly grown Van Waveren's Giant. Huge in size without any suggestion of coarseness, this exhibition variety has snowy white petals and a long yellow trumpet with beautifully frilled, recurved brim. It tilts slightly upward presenting its full beauty directly to the eye.

3 for 75c, \$2.50 per dozen, \$20.00 per 100

A NEW DAFFODIL OF SUPREME BEAUTY

FRANCISCA DRAKE

No description can adequately describe the glorious effect of this unusual flower. The pure white petals, like wax, are large and wide, stained with gold at the base. The cup, wide and deep, is like living fire, golden yellow at the base merging into intense flame-orange at the densely frilled edge. Strong growing and very free flowering, this daffodil is a gem in the garden and makes sensational table decorations.

Each \$1.25; 3 for \$3.50; 12 for \$12.50.



La Vestale

Lovely All White Daffodils

All the daintiness and grace of form and the delicacy of the Daffodil are exemplified in these enchanting new white varieties. A bowl or vase of them tastefully arranged is a delight.

La Vestale. All of the daintiness and grace of form and delicate fragrance of the Daffodil family are exemplified in this enchanting flower. The petals of informal design are pure ivory; the large trumpet is delicate cream. You will be delighted with this charming Daffodil.

3 for \$1.00; \$2.85 per dozen; \$22.50 per 100.

Mme. De Graaff. A lovely graceful daffodil which was the first of a new class and the most famous of the white trumpets.

3 for 60c; \$2.00 per dozen; \$15.00 per 100

Mrs. E. H. Krelage. One might describe this as a "White King Alfred" for the impression the flowers make. Beautiful in petalage and trumpet with gracefully curved edge. Really a pale bi-color but changing to uniform ivory white.

3 for 75c; \$2.50 per dozen; \$20.00 per 100

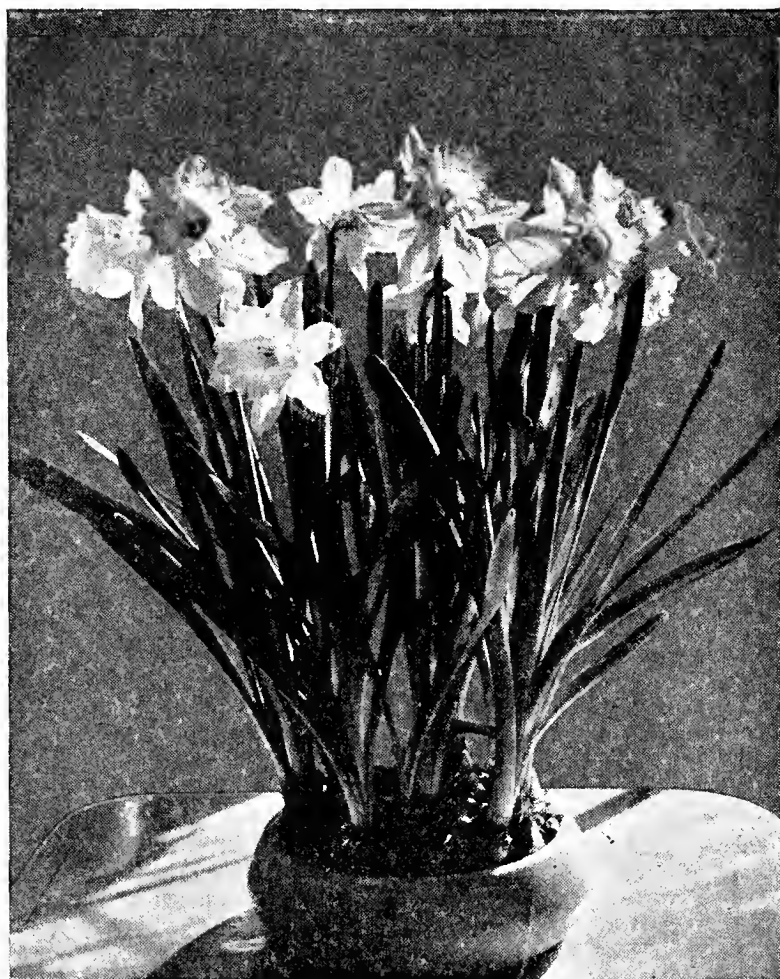
LEEDSI TYPE

An unsurpassed class for the garden; and for flowers which are white or pale citron are among the finest for table decoration.

Crystal Queen. Flowers 3½ to 4 inches across with snow-white petals and pale primrose cup passing to clear paper-white afterwards. The delicately beautiful flowers are held facing slightly upward on fine long stems. We consider this a finer daffodil than the older variety, Lord Kitchener, and offer it this year at a much lowered price.

12½ each, \$1.25 per dozen, \$8.00 per 100

Thrilling!



KING ALFRED DAFFODILS

Blooming in a Bulb Dish

Imagine Them On Your Own Table

Easy To Do, Fun To Watch, Thrillingly Beautiful

Simply place from three to ten of Paul J. Howard's Special Giant Bulbs, on a bed of coarse gravel or bulb fiber in a bowl, packing the same material around the bulbs so that the "noses" or tips are just exposed. Keep the water level in the bowl up to the middle of the bulbs, adding fresh water as it becomes used up. The bowl should be kept in a cool, dark place until the sprouts are about eight inches high, then transfer it to the light of a window, indoors, or on a porch, in a conservatory or patio, but not in direct sunshine.

Very early in the Spring glorious large golden yellow Daffodils will burst forth, making a delightful and lasting centerpiece for your table.

A dish of three bulbs will often show from nine to twelve, huge blossoms! Imagine what an exciting display a larger bowl with five or ten bulbs will make. Many will plant up enough to have them in all parts of the home.

**Paul J. Howard's Special Giant
King Alfred Daffodil Bulbs
For Growing in Bulb Bowls
3 for \$1.00; 10 for \$3.00**

BULB FIBRE

For growing bulbs in bowls, dishes, pots or jardinières.
Package (for 6 or 7 inch bowl), 15c; 1 Lb., 25c.

INCOMPARABILIS TYPE

A beautiful class of large chalice-cupped daffodils.

Bernardino. The flowers are very large, with creamy petals and a widely expanded fluted and frilled cup stained deep orange and apricot.

10c each, \$1.00 per dozen, \$7.50 per 100

Whitewell. Petals pure creamy white, bold open crown fluted and frilled, rich orange-yellow. Flowers face slightly upward on long stems.

15c each, \$1.25 per dozen, \$8.00 per 100

BARRI TYPE

Short cupped daffodils, similar to the Poeticus, but larger with more widely expanded crowns of brilliant contrasting color.

Firetail. A striking and scarce variety. Petals creamy white, broad and firm; the large orange cup is very brilliant, with a scarlet-orange frill.

3 for \$1.00; \$3.50 per dozen.

Bath's Flame. Yellow petals, deep yellow cup with broad edge of orange-red. A perfection in scarlet and gold.

15c each, \$1.50 per dozen, \$10.00 per 100

Dosoris. Pure white, broad overlapping petals, flat cup, finely fringed, of red-orange.

10c each, \$1.00 per dozen, \$7.50 per 100

POETICUS TYPE

The well known Poet's Narcissus.

Ornatus. White perianth, light yellow cup margined red. An old favorite variety and unsurpassed for garden culture.

10c each, 75c per dozen, \$6.00 per 100

Maximus. A larger Poeticus with broad overlapping petals and conspicuous red-frilled crown.

\$1.00 per dozen; \$7.50 per 100.

POETAZ VARIETIES

A hardy type being a cross between the Polyanthus Narcissus and the Poeticus type. They produce clusters of large sized florets; excellent for cutting.

Orange Cup. Pale lemon petals with conspicuous orange cups. The florets are large and beautifully formed. Very floriferous, producing several stems to each bulb. A most valuable sort for naturalizing.

10c each, \$1.00 per dozen, \$7.50 per 100

Aspasia. A superior Poetaz variety. The petals are pure snowy white, the cups clear yellow, many florets on each stem, and several stems to a large bulb.

75c per dozen, \$5.00 per 100

POLYANTHUS NARCISSUS

These are the cluster narcissus which are the earliest to bloom.

Paper White. A favorite for growing in bowls. Pure white flowers.

Mammoth Bulbs: 3 for 25c, \$1.00 per dozen, \$7.50 per 100

Soliel d'Or. Yellow perianths, brilliant orange cups. Very fine.

15c each, \$1.50 per dozen, \$10.00 per 100

FAIR ALICE

A New Type of Daffodil

This is a decidedly different and beautiful daffodil with flowers like the Incomparabilis type except that there are three to five on a stem. The individual florets have a refined appearance with a nicely rounded perianth, the soft yellow petals over-lapping; crown beautifully frilled and of a richer tone than the perianth.

12½c each, \$1.25 per dozen, \$8.00 per 100

DOUBLE DAFFODILS

The Double Daffodils are entirely distinct, with rose-like flowers, and are highly decorative.

Albus plenus odoratus. The Double White Poeticus; snowy white gardenia-like blooms, sweetly scented. One of its valuable characteristics, in addition to its desirability as a cut-flower, is its lateness of blooming, the flowers appearing after nearly all other varieties have passed, extending the daffodil season into late spring.

10c each, \$1.00 per dozen, \$7.50 per 100

Primrose Phoenix. Very handsome large double rose-shaped flowers of clear primrose yellow. Long stems.

15c each, \$1.50 per dozen, \$10.00 per 100

TWINK. Here is a lovely new double daffodil that overcomes any objections one might have to double flowers. It has a new grace and charm not found in any other flower. It is of the semi-full, double type, the artistically arranged petals alternating pale primrose and bright orange, give it a most attractive appearance and make it most adaptable to all decorative work. Twink has been greatly admired wherever it has been shown, but until now has been too scarce to be available for garden use.

3 for 90c, \$3.25 per dozen, \$25.00 per 100

The Pearl. A most dainty little flower, not too double, with silvery perianth and neatly formed center of prettily curved wavy petals of deep yellow.

15c each, \$1.50 per dozen, \$10.00 per 100

A DOUBLE POETAZ

Cheerfulness. Like clusters of 3 or 4 lovely gardenias on a strong stem are these wonderful double Poetaz Narcissus. A suggestion of pale yellow at the base of the petals gives character to the whole flower. One of the most charming introductions in recent years.

15c each; \$1.50 per dozen; \$10.00 per 100

TWO RARE LITTLE DAFFODILS

Moonshine. One cannot imagine the beauty of these little star-shaped creamy-white blossoms, often 3 to a stem, drooping gracefully and with petals slightly curved backward. One of the prettiest table bouquets we have ever seen was composed of these daffodils in a small white vase, with maidenhair fern and pansies.

A lovely flower for the rock garden or for naturalizing in partial shade.

45c each; \$4.50 per dozen

February Gold. A cyclamen-flowered Daffodil. An elegant little flower, with rich yellow trumpet, stained orange. The golden yellow petals turn back like a cyclamen, giving a graceful effect. Fine also for rockeries.

25c each; \$2.50 per dozen

MINIATURE TRUMPET DAFFODIL

W. P. Milner. A charming free flowering variety with white trumpet and perianth. Eminently satisfactory for rockeries, and exceedingly attractive in bowls. Grows about eleven inches high.

3 for 65c, \$2.50 per dozen

DAINTY TRIANDRUS HYBRIDS

Triandrus albus. "Angels Tears", from the mountains of Portugal. The dainty little creamy white flowers make beautiful pot-plants and do well in the rock garden where they form a picture of grace and beauty. Plant them in shade and well drained gravelly soil.

3 for 50c; \$1.75 per dozen; 50 for \$7.50

Agnes Harvey. A most dainty daffodil with one to three drooping flowers on a stem; white starry perianth and trumpet, often flushed with apricot. A wonderful flower for naturalizing and also for cutting.

15c each; \$1.50 per dozen

HOOP PETTICOAT DAFFODIL

Bulbocodium conspicuus. Hoop Petticoat. Growing only six inches tall with rush-like foliage and golden yellow flowers about an inch wide, the impression is one of petite daintiness. Planted in the rock garden or in small beds and edgings, in moist, sandy peat soil these little daffodils are most charming.

15c each, \$1.50 per dozen

JONQUILS

Jonquilla simplex. Single Jonquil. The original true Jonquil of ancient history. The lovely clusters of three to eight golden yellow flowers are delightfully sweet. No other flower except the Violet adds such delicious perfume to the garden. Very effective in deep pockets near the base of rockeries, and in perennial borders.

Campernel rugulosus. Two to five sweet scented golden yellow flowers, larger than Jonquils, on each stem.

Campernel plenus. A very fine double form of the above.

85c per dozen, \$6.50 per 100



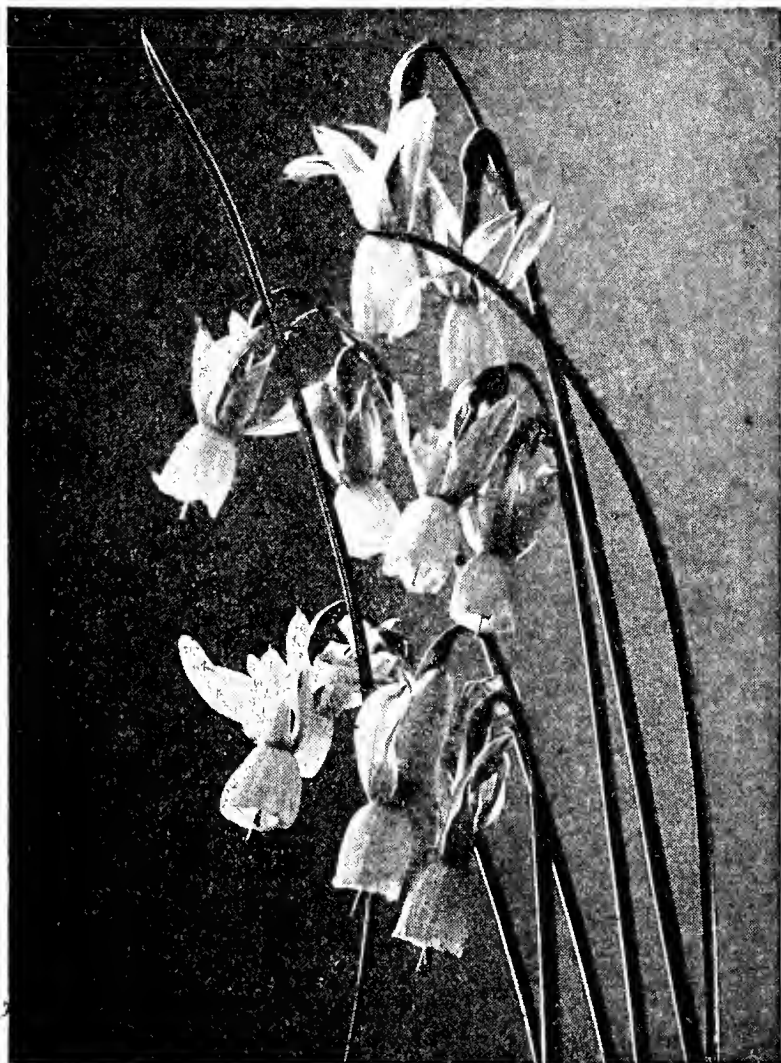
Moonshine

February Gold

Paul J. Howard's
SUPERB MIXTURE OF DAFFODILS

Including nothing but good varieties of the Daffodils of all types and colors, this mixture offers supreme value for large beds and for naturalizing. A superior mixture of large bulbs that is sure to please.

85c per dozen, \$6.50 per 100



Triandrus Albus—“Angel's Tears”

FLOWERLAND TULIPS

Chosen from the cream of Holland's crop
for the finest flowers for Southern California.

DARWIN TULIPS

Beautiful large cup-shaped flowers on long stems.

An Unexcelled Collection of Newer Varieties of Darwin Tulips

Afterglow. Deep rosy orange with salmon tinted edges, inside deep orange. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

City of Haarlem. A sensational tulip of immense size and great substance. Intense vermilion-scarlet with blue base and white halo. The best of the red Darwins, now priced so that it may be planted in quantity. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Giant. Rich, deep purple-violet, enhanced by the blue and white center. A marvelous flower. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Kathleen Parlow. A large flower, tall and stately and of charming coloring; lovely shell pink, silvery edged, inside lighter with a pure white base. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

La Fiancee. Soft rosy mauve, edged light pink, blue base. Large and tall. 3 for 25c; 85c per dozen; \$5.50 per 100.

The Bishop. A magnificent flower of huge size, with thick waxy petals of pure snow white. A vase or bowl of these sturdy tulip is one of the most gorgeous of all. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

Venus. Pure satiny rose, large flowers, tall stems, the best of its color. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Yellow Giant. Bright yellow; a large broad flower on tall stems. A true Darwin tulip, of sensational beauty. 3 for 50c; \$1.75 per dozen; \$15.00 per 100.

Zwanenburg. A magnificent tulip of huge size, with thick waxy petals of pure snow white. A vase or bowl of these flowers makes a decoration of sensational beauty, from the bud stage until they are full open, when the flowers often measure eight inches across. 3 for 25c; \$1.00 per dozen; \$7.25 per 100.

Six Fine Popular Darwin Tulips

Price 75c per dozen, \$5.50 per 100

Clara Butt. Salmon-pink. A very popular variety and still one of the best.

Farncombe Sanders. Beautiful rosy scarlet with white base.

La Tulipe Noire. Rich velvety blackish maroon. The darkest of all tulips.

Pride of Haarlem. Brilliant rosy red. An excellent tulip of fine color and stately habit.

Rev. Ewbank. Heliotrope edge lavender.

William Pitt. Deep glowing scarlet with a tint of purple on the outer petals.

SPECIAL MIXTURE OF DARWIN TULIPS

A specially blended mixture of fine varieties, which, if planted in quantity, will make a glorious display of bloom for a long period—a carpet of many colors, changing day by day as the flowers develop.

75c per dozen; \$5.50 per 100

BREEDER TULIPS

Breeder tulips are similar to the Darwins, but contain rich tones of bronze which are lacking in that class.

Apricot. Bronzy apricot, yellow and orange.

Bacchus. Deep plum color, with darker bloom on outer petals: large, very fine flower.

Bronze Queen. Buff, tinted apricot, with a touch of rose.

Louis XIV. Since its recent introduction this has become one of the most popular of tulips. It is a giant in size and royal in color. Rich purple with a golden bronze margin, inside bronzy purple with a yellow star at the base.

Price of the above four fine varieties: 3 for 30c, \$1.00 per dozen, \$7.50 per 100

Two Grand Novelties in Breeder Tulips

Cherbourg. A very large flower of beautiful golden bronze on yellow ground, outside delicately flushed lilac, stems very tall—one of the most imposing tulips. 3 for 55c, \$2.00 per dozen.

Mrs. Beecher Stowe. Beautiful violet-blue, with white center. 3 for 45c, \$1.50 per dozen, \$10.00 per 100.

MAYFLOWERING TULIPS

The Mayflowering tulips flower approximately at the same time as the Darwins and Breeders, and are distinguished by their long, wiry stems and long, pointed petals.

Two Gorgeous New Mayflowering Tulips

Carrara. Purest white, cup shaped bloom. The petals appear carved from the purest Carrara marble, truly a noble flower. 3 for 45c, \$1.50 per dozen, \$10.00 per 100.

Dido. The elegant, long, tapered flowers with pointed petals are bright salmon-orange inside, with yellow base. The outside is orange-red shaded carmine, with orange edgings. 3 for 25c, \$1.00 per dozen, \$6.75 per 100.

Gesneriana spathulata major. Rich crimson scarlet, with a blue black center. Extra long pointed petals, beautifully formed.

Grenadier. One of the most dazzling tulips in existence. An enormous flower of flaming orange-scarlet with a yellow center. A group planting of this will make a most brilliant spot in the garden.

Inglescomb Yellow. Perfectly formed, bright yellow flowers. Sometimes called a yellow Darwin.

Marvel. Old gold inside, outside of petals salmon rose with yellow edges. Fragrant.

Moonlight. Lovely pale yellow. Flowers of very long, oval shape. Delicately beautiful.

Mrs. Moon. Without doubt one of the best yellow tulips. Beautiful vase shaped flowers with reflexed petals of rich deep yellow.

Rosabella. Beautiful rose-pink with broad white edges; inside shell pink with creamy white center. A large flower of exquisite coloring.

Price of any of the above seven beautiful Mayflowering Tulips.

3 for 25c; 85c per dozen; \$5.50 per 100

BOTANICAL TULIPS

(Wild Species)

These wild varieties of tulips are extremely beautiful and will greatly enhance the charm of the rock garden, which is often lacking in colorful flowers. Plant them in masses, clumps, in deep-soiled pockets in the shaded or partly shaded parts of the rockery.

Tulipa clusiana. The "Lady Tulip" "Candy-stick Tulip". A charming vivid, upstanding beauty; small pointed flower of artistic form. White striped with Cherry-rose outside. Plant this tulip in masses or clumps or use as an edging. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

CROCUS

Crocuses should be planted close together in groups in the rock garden, or perennial border, or at the edge of the lawn where their short-stemmed cup shaped blooms are effective.

Baron von Brunow. Deep purple.

King of the Whites. Pure white.

Sir Walter Scott. White, striped lavender.

Yellow Mammoth. Extra large, yellow.

60c per dozen, \$4.25 per 100

SNOWDROPS

Ours is the newer, improved variety, *Galanthus Elwesi* with much larger dazzling white bells, and the earliest to bloom. The graceful flowers make most attractive groups under shrubbery or in rockeries.

Galanthus Elwesi. Largest size bulbs—50c per dozen, \$3.50 per 100.

MUSCARI

(Grape Hyacinth)

Very pretty little plants, with spikes of bloom resembling little bunches of grapes. Fine for planting under trees and shrubbery, in borders, and in rockeries, where they may be left undisturbed. They combine beautifully in beds with other spring flowers such as Daffodils and Hyacinths, or with Snowdrops, Freesias, etc.

A rare collection of these little jewels.

Armeniacum. Bright cobalt blue. 65c per dozen, \$4.00 per 100.

Elegans. Bright blue margined with white. 65c per dozen, \$4.50 per 100.

Heavenly Blue. The most popular for massing fine trusses of clear blue. 50c per dozen, \$3.50 per 100.

White. Glistening white. 65c per dozen, \$4.00 per 100.

Collection

12 each of the four varieties, 48 bulbs

\$2.00

Grow Lovely Flowers in Your Rooms

See pages 2 and 11

Besides the well known Chinese Sacred Lily, Paper White and Soliel d'Or Narcissus, grow King Alfred Daffodils and these other fascinating varieties in bowls:

Narcissus — February Gold

Narcissus — W. P. Milner

Narcissus — Fair Alice

Hyacinths

Easy to do with Paul J. Howard's mammoth, specially selected bulbs.

HYACINTHS

Whether forced in the house or planted in the garden the Hyacinth is one of the easiest flowers to grow. With but simple treatment they will produce gorgeous spikes of the most fragrant flowers. The larger the bulbs, the heavier will be the flower-spike. For this reason we import top-size or exhibition size bulbs, which are larger than first size. We offer these premium bulbs at no higher price than first size bulbs are generally sold.

For bedding we also import a smaller size of bulbs which are splendid for planting in groups or in borders, although the flower spikes will not be so big.

A Wonderful Collection of Superb Varieties

Duke of Westminster. Beautiful deep blue, with deep violet center. A most impressive variety.

Queen of the Pinks. Beautiful rose-pink.

Roi des Belges. Fine deep red.

Gertrude. Rosy pink, extra fine.

La Victorie. Brilliant dark carmine-rose.

Gigantea. Soft blush pink.

L'Innocence. Pure white. Fine large flowers.

King of the Blues. Fine deep blue.

Queen of the Blues. Azure blue.

Grand Maitre. Deep lavender blue.

City of Haarlem. Pure golden yellow.

Huge bulbs, 19 centimeters and over, for exhibition size flowers
 25c each, \$2.25 per dozen, \$16.50 per 100

Bedding size bulbs, 15 centimeters, (available in all of the
 above varieties. 2 for 25c, \$1.25 per dozen, \$8.50 per 100.

ROMAN HYACINTHS

The true French-Roman Hyacinths with long graceful stems and dainty flower-bells. They are quite distinct from the Dutch-Romans, which are simply small bulbs of bedding types, and they flower much earlier. The white variety flowers from two to three weeks earlier than the others.

White, Blue and Pink. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

SCILLA

These charming flowers are not as well known as they deserve to be. They are easily grown, flowering in almost any situation; as edgings and masses in shaded beds, borders and odd corners their bell shaped flowers on graceful stems are delightful—lovely too, for cutting.

Scilla sibirica Spring Beauty. Sky blue, about four times as large bells. \$1.00 per dozen, \$7.50 per 100.

Scilla campanulata. (Blue Squill). Graceful arching stems, fine for cutting. Blue, White and Rose. 60c per dozen, \$3.75 per 100.

Flowerland

SUPERIOR GLADIOLUS

SIX GRAND NEW GLADIOLUS

Exclusive Paul J. Howard Introductions

FREDERICK SCHILLER. A delightfully clear rich rose shade which is most desirable in floral decorations. The informal arrangement of the large handsome flowers on long graceful spikes makes this one of the most decorative varieties ever produced.

GLORIA MUNDI. Beautiful long spikes of large bright golden yellow flowers make this one of the most showy Gladiolus of all. We consider it the most promising of its color, and the large bed of it displayed at Flowerland this Spring was a treat to behold.

WHITE HOUSE. Purest white, the large open flowers glistening in the sun like the reflections of snowy clouds. A truly superior variety and this, along with Frederick Schiller and Gloria Mundi was the envy of all who saw the beautiful display at our grounds this Spring.

MANDARIN. Clear, bright golden-orange, a new and striking color.

OBERSCHLESSEN. A prize variety. Creamy yellow of exquisitely clear tone; 8 to 10 flowers open at one time.

BOUNTIFUL. A most desirable and reliable cut-flower variety of perfect form. The splendid spikes have many blossoms open at one time and last unusually long when cut. Glistening watermelon pink, with crimson markings in throat.

Price of the Above Six Glorious Gladiolus
\$1.50 per dozen, \$12.00 per 100
Collection, 3 each of the above set
18 bulbs for \$2.00

POPULAR COLLECTION

Los Angeles. Coral pink with salmon tints. This has become one of the most popular varieties.

Mrs. Pendleton. Large flowers, light rose with deep crimson center.

Orange Queen. A splendid novelty with large open flowers of a rich warm orange-apricot. A most desirable variety for baskets and vases, combining beautifully with Delphinium.

Prince of Wales. Charming coral pink flowers well placed on long spike. Very early.

Souvenir. Very tall spikes, filled with bright golden yellow blossoms. Primulinus type.

Virginia. The best known red gladiolus.

Price of the above six splendid Gladiolus
50c per dozen, \$3.50 per 100

GLADIOLUS

Prize Varieties for All Gardens

Albatross. Those who saw this variety at the Biltmore Show pronounced it the best white they had yet seen. The spikes are long and well filled with large, beautiful pure white flowers. There is none better for floral display.

Commander Koehl. The huge flowers are very dark velvety red. A strikingly handsome new European variety.

Mother Machree. The novelty combination of this "smoky" variety is indeed sensational. The clear light gray ground is tinted bluish lavender shading darker at the outer edges of the petals, the tips of which are lightly flecked bright orange-red.

Hinemoa. The color of this novelty is unique as well as sensational—a vivid combination of maroon and red with a bright yellow blotch.

Coronado. Although the flowers are extremely large, this variety has a delicacy unexcelled. Its coloring is white, with lace-like penciling of violet in the throat, and the flowers are heavily ruffled.

Coryphee. The unusually fine spikes are made up of large flowers of clear, delicate pink, a rare color in gladiolus.

Minuet. We consider this the best of all lavender gladiolus. Very tall, strong and straight, with many large, delicate lavender flowers, with a little splash of yellow in the throat.

Pitzers Triumph. Unquestionably one of the largest and finest red Glads. The huge flowers are vivid scarlet, extremely showy.

PICARDY. Truly outstanding is this wonderful new variety. Its color is most pleasing and not like any other variety yet produced—clear amber pink, soft, delicate, yet rich. The spikes are perfect—very long with many flowers open.

Price of Any of the Above Group
\$1.00 per dozen; \$7.50 per 100

Dr. F. E. Bennett. An outstanding red gladiolus. Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. The whole giving the effect of brilliant fiery red. Flowers of great size.

Golden Measure. A most delightful clear, pure yellow, overlaid with a golden sheen. Remarkable large spikes with many huge flowers open at one time.

Mrs. Leon Douglas. A most deservedly popular variety. One of the largest grown and a beautiful bright rose color, striped with flame and slightly speckled ruby.

Mrs. Van Konynenburg. One of the finest "blue" gladiolus we have ever seen, and the newest approach to true blue. The large wide open flowers of clear light blue are well placed on fine stems.

Chas. Dickens. Large flowers on tall vigorous growing stems. Very rich, deep, velvety claret-purple, with darker blotch.

Betty Nuthall. One of the very best of the newer Glads and a prize-winner in all shows, sharing the prominence of such varieties as Mrs. W. H. Phipps, Dr. Bennett, and Mrs. Leon Douglas. Its color is a rich orange salmon, with soft golden throat.

Mrs. W. H. Phipps. Justly considered one of the best all purpose varieties. Rich peach pink in color. The tall heavy spikes bear as many as twenty buds, eight to twelve enormous flowers being open at one time.

Veilchenblau. This and Mrs. Van Konynenburg are the two outstanding blue gladiolus of today. Veilchenblau is a very beautiful violet blue with a darker blue blotch.

Price of the above fine varieties, 10c each
75c per dozen, \$5.00 per 100

IRIS

PAUL J. HOWARD'S PRIZE DOZEN

Aurette. Mauve penciled brown and chocolate, 4 feet.

Ambassadeur. Large reddish bronze.

Chasseur. One of the most beautiful yellows. 3 feet.

Dalila. Old ivory and velvety maroon. 2 feet.

Lady Byng. Uniform soft ageratum-violet. 3 feet.

Pioneer. Marvelous iris of uniform brilliant deep purple. 3½ feet.

Istria. Pure snow-white, very tall.

Souv. de Mme. Gaudichau. Lovely large deep velvety violet. 3 feet.

Lady Chas. Allom. Rich bright blue self.

Mlle. Schwartz. Enormous flowers of true Pallida form. Lovely pale lavender-blue. 4 feet.

Mrs. H. F. Bowles. Old gold, rich crimson, with brown and yellow markings. Striking.

Mrs. Walter Brewster. Bright aniline blue. Very large flowers. 3½ feet.

Price of any of the above Iris—25c each,
Collection of 12 for \$2.50

San Gabriel. A favorite since its introduction. Fragrant flowers of clear lavender-blue on well branched stems 4 to 5 feet high, with a long blooming season. 3 for \$1.00, \$3.50 per dozen.

JAPANESE IRIS

(Iris Kaempferi)

A most beautiful class of iris with large flat flowers, 8 to 10 inches across. The colors are very rich, including blue, lavender, mauve, purple and white.

Mixed colors 50c each, \$5.00 per dozen

IRIS STYLOSA

An evergreen, low growing iris, with grassy foliage, and pretty blue or white flowers in the winter and early spring. Fine for bordering walks and pools.

Price, either color 25c each, \$2.50 per dozen

IRIS FULVA

A uniquely beautiful Iris, bright terra-cotta in color. Grows about 18 inches high and is especially attractive around pools.

3 for \$1.00; \$3.50 per dozen.

CRESTED IRIS

Iris japonica. A lovely Iris with small orchid-like flowers, with prettily fringed petals of pale, soft blue, brightened with yellow, borne in sprays, 2 to 3 feet high. Foliage evergreen.

3 for \$1.00; \$3.50 per dozen.

LILIES

LILIUM CANDIDUM—THE MADONNA LILY

Lilium candidum—The Madonna Lily. One of the most lovely of the Lily family, and the earliest to bloom. The flowers, of which there are from three to twenty on a single stem, depending upon the size of the bulb and their culture, are snowy white, with deep yellow stamens, and are delightfully fragrant. The Madonna Lily will stand more sun than most of the varieties, and makes a beautiful combination with Delphinium, planted in the same bed. Plant them only two to three inches deep.

Large bulbs 25c each, \$2.50 per dozen
Mammoth bulbs 45c each, \$4.50 per dozen

LILUM TENUIFOLIUM. SIBERIAN CORAL LILY

Lilium tenuifolium. Siberian Coral Lily. This beautiful lily has won the admiration of all who have seen it. It is now being used by florists in baskets and decorations. It grows about two feet high with slender stems and clusters of dazzling scarlet flowers, with prettily revolute petals.

Superior bulbs, 20c each, \$1.75 per dozen.

LILIUM REGALE. THE REGAL LILY

Lilium regale. The Regal Lily. This lily from Western China is one of the most beautiful garden lilies ever cultivated. It grows well in the ordinary garden soils and produces each succeeding spring a wonderful display of flowers on stems three to five feet high. The center of the flower is golden yellow, merging through the upper half of pure white. The reverse of the petals is chocolate red. There are often twelve to twenty flowers on one spike. The flowers have the fragrance of Jasmine.

Extra large bulbs (8 to 9 inch) 20c each, \$2.00 per dozen
Mammoth bulbs (9 to 11 inch) 35c each, \$3.50 per dozen

Bulbs of the Following Japanese Lilies ready November 15

LILIUM ALBUM

Lilium album. The pure white Lily of Japan. Very beautiful, with turned back petals.

Mammoth bulbs (11 to 13 inch): 2 for 75c, \$3.75 per dozen

LILIUM JAPONICUM

Lilium japonicum. (krameri). The Pink Japanese Lily. Grows about three feet high with clear pink flowers. Does not make as large bulbs as most varieties.

20c each, \$2.00 per dozen

LILIUM AURATUM. GOLD BANDED LILY

Lilium auratum. Gold Banded Lily. Ivory white petals, lightly spotted with yellow and crimson with a band of golden yellow down the center of each. Stems four feet tall. One of the most beautiful Japanese Lilies.

Mammoth bulbs (11 to 13 inch) 35c each, \$3.50 per dozen

Large bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

LILIUM RUBRUM

Lilium rubrum. A favorite garden variety, also good as a cut flower. Rosy white, spotted and washed rich crimson, in clusters on stems three to four feet high. They keep for a week after cutting.

Mammoth bulbs (11 to 13 inch), 35c each, \$3.50 per dozen

Large bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

LILIUM TIGRINUM SPLENDENS. TIGER LILY

Lilium tigrinum splendens. Tiger Lily. This is one of the most easily grown Lilies, and each succeeding year after planting you will reap a harvest of bright orange-red blossoms. These are regularly spotted with black. Very showy in the garden and wonderful for decoration.

Mammoth bulbs (11 to 13 inch) 35c each, \$3.50 per dozen

Large bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

FLOWER SEEDS

For Winter and Spring Blooming

Novelties and Select Strain of Fine Flowers for Fall and Winter Planting

ALYSSUM

Sweet Alyssum

Useful for borders, boxes, baskets, and covering for bulb beds. Very sweetly scented.

Little Dorrit. The best compact low variety for edgings. Snowy white. 6 inches. Pkt. 15c; Ounce, 85c.

Little Gem. White, dwarf, compact. 6 inches. Pkt. 10c; $\frac{1}{4}$ Ounce, 25c; Ounce, 75c; $\frac{1}{4}$ Lb., \$2.40; 1 Lb., \$8.00.

Lilac Queen. Improved, deep lilac color, compact, 6 inches high. Pkt., 15c; $\frac{1}{4}$ Ounce, 35c; Ounce, 85c.

Carpet of Snow. A dwarf variety, $2\frac{1}{2}$ inches high, making a carpet of pure white. Pkt., 15c; $\frac{1}{4}$ Ounce, 35c; Ounce, 85c.

Paul J. Howard's New Rust-Proof Antirrhinums SNAPDRAGONS

It is a joy to see these plants, with their free-branching habit, long spikes of large blooms and their clean, rich green, healthy foliage free from rust. Now available in the most desirable separate colors.

MAXIMUM TYPE

$2\frac{1}{2}$ to 3 Feet High

Alaska. Snowy white.

Campfire. Luminous pure scarlet.

Canary Bird. Bright yellow.

Copper Shades. Including deep rich coppery orange, and almost every possible coppery shade and old gold.

Defiance. Velvety scarlet-red, about 10 inches shorter than the others of this group.

Fair Lady. Lovely pearly pink.

Loveliness. Pure soft rose-pink.

Mixed. All of the above and many new shades.

MEDIUM TYPE

18 to 24 Inches High

Carmine Rose.

Indian Girl. Brownish orange, overlaid with bright yellow.

Red Boy. Deep, rich red.

Wildfire. Bright orange scarlet.

Mixed. Including the above and a wide range of other colors.

Price of any of the above

Rust-Proof Snapdragons: 25c Per Packet;

5 Packets for \$1.00

CALENDULA

Pot Marigold, or English Marigold

An easily grown, free flowering annual, newer sorts improved for cutting.

Orange King. Bright orange, dark eye. Pkt. 10c.

Lemon King. Rich lemon yellow. Pkt. 10c.

Meteor. Creamy white striped orange. Pkt. 10c.

Nankeen. Cream flushed apricot. Pkt. 10c.

Ball's Apricot. New. Rich apricot with dark brown center. Pkt. 25c.

Ball's Gold. Large, very double golden yellow. Pkt. 25c.

Ball's Long Orange. Deep orange, extra long stems. Pkt. 25c.

The Ball. Improved deep orange, lighter center. Pkt. 25c.

Campfire. Very large, orange with a scarlet sheen. Pkt. 25c.

Chrysantha. Rich buttercup yellow, the petals loosely arranged giving the effect of a Chrysanthemum. Pkt. 25c.

Orange Shaggy. A novelty of outstanding merit. The petals are long, narrow and deeply fringed, giving the shaggy appearance of some Chrysanthemums. The blooms on long stems are of great grace and beauty. Deep orange, shading to lighter orange in the center. Pkt. 25c.

Radio. Bright orange with prettily quilled petals. Pkt. 25c.

Golden Beam Radio. A bright golden yellow type of Radio. Pkt. 25c.

Mixed. Choice all varieties, extra fine. Pkt. 10c.

CALIFORNIA WILDFLOWERS

No. 1. For sunny locations. A mixture of twenty or more true native California Wildflowers. Pkt. 25c; Ounce 50c; Lb., \$5.00.

No. 2. For shady places. A splendid mixture. Pkt. 25c; Ounce 75c; Lb. \$7.00.

CENTAUREA

Cornflowers—Bachelor's Buttons

Centaurea cyanus. Double Blue, Double Rose, and Double mixed. Pkt. 10c.

SWEET SULTANS

Centaurea imperialis. Rose, white, yellow, lavender, red, and mixed. Pkt. 10c.

NEW ANNUAL CANTERBURY BELLS

Planted in Fall will Bloom the Following Spring.

Mixed Colors. Contains light blue, dark blue, pink, rose, and white.

Angelus Bell. Beautiful deep rose.

Liberty Bell. Intense violet blue.

Blue Bell. Beautiful cambridge blue.

Mission Bell. Clear pink.

Price of the above New Annual Canterbury Bells

25c Per Packet; 5 Packets for \$1.00

CHRYSANTHEMUM (Annual)

Painted Daisies

Bushy plants resembling Marguerites with flowers in many colors, with contrasting zones in the centers. Easily grown and excellent cut flowers.

Tricolor Mixed. Shades of yellow, bronze, scarlet, copper, rose, purple. Packet, 15c.

Double Annual Chrysanthemums. Effective flowers, and something quite out of the ordinary, very lasting when cut. White, yellow, purple, scarlet, and mixed. Packet, 25c.

ELDORADO. (New). Large Marguerite-like, bright yellow flowers with a large mahogany center. Very striking, and decorative cut-flowers. Packet, 25c.

Paul J. Howard's
PRIZE CINERARIAS

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place.

Paul J. Howard's Prize Tall. In addition to our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. **Packet, 50c.**

Prize Dwarf. Lower growing than the above. Large flowering. Mixed. **Price, 50c per packet.**

Stellata and Cruenta Hybrids. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. **Price, 25c per packet.**

CLARKIA

An easily grown annual becoming very popular for making graceful cut-flower decorations. Appleblossom, Carmine, Copper-Scarlet, Orange-Scarlet, Scarlet, Purple, White, and mixed. **Packet 15c.**

DELPHINIUMS

Plant seeds in Fall for two long seasons of bloom in Spring and Summer.

Belladonna (Improved). The popular florist's light blue variety. **Pkt. 25c.**

Bellamosum. Rich dark blue. **Pkt. 25c.**

Gold Medal Hybrids. A choice mixture of all tones of blue. **Pkt. 25c.**

"FLOWERLAND" HYBRID DELPHINIUM

A grand new strain. The plants are of vigorous growth with a splendid branching habit, producing lovely sprays of blossoms for cutting. The colors are simply exquisite, the petals seeming to fairly glisten.

Flowerland Art Shades. Colors of mauve, blue, with pink or rose tints, deep purple, etc.

Flowerland Deep Blue Shades. Very rich, clear colors.

Flowerland Light Blue Tints. The softer blue tints like the turquoise blue of Belladonna are included in this type. The hybrids are of more robust habit than Belladonna and are often preferred.

Flowerland Mid-Blue Shades. Hues between Light and Dark blue.

Flowerland Mixed. A choice blending, including the entire range of colors.

Flowerland Wrexham Type. Hollyhock Delphiniums. In this type the plants are extremely robust, with a tall, central stem and short side sprays covered with flowers of mammoth size. For backgrounds and clumps of blue shades in the garden there is nothing more spectacular. Mixed colors, including the deep blue shades, and the hues of blue overlaid with pink, light blue, and lavender tints.

Flowerland White. A new Delphinium with large flowers of snowy white. A small percentage of blue will develop, but all will be beautiful.

**Price of any of the above superb new varieties of
Delphiniums, 50c Per Packet.**

DIMORPHOTHECA

African Golden Daisy

Showy annuals for bright beds of color. **Packet, 10c.**

Golden West. Bright golden yellow. **Packet, 10c.**

Aurantiaca. Rich Orange. **Packet, 10c.**

Salmon Beauty. Soft salmon-pink. **Packet, 10c.**

Mixed. All colors. **Packet, 10c.**

CODETIA

Becoming increasingly popular for their beauty as cut-flowers.

Tall Double Azalea-Flowered. Carmine, crimson, flesh, lavender, rich pink, and mixed. Packet, 15c.

Dwarf Double. For beds, borders, or pot culture. Pink, salmon, lavender, crimson, and mixed. Packet, 15c.

LARKSPUR

This is a new and distinctly improved type of double larkspur which sends out long spikes of double blooms directly from the base of the plant. This base-branching habit makes them ideal for cut-flower purposes.

Blue Bell. A most desirable new color, like Delphinium belladonna.

Blue Spire. Bright Oxford Blue.

Carmine King. Deep carmine-rose.

Daintiness. Delicate lavender.

Exquisite Pink Improved. Soft pink shaded salmon.

Exquisite Rose. Lovely rose-pink.

Gloria. Pure, deep rose. A very rich color.

Lilac Spire. Lilac.

Miss California. Deep pink shaded salmon.

Peachblossom. A very delicate clear light pink.

White Spire. Dazzling pure white. The whitest of all larkspur.

Mixed—all colors.

Price of any of the above Larkspurs:

5 Pkts. for \$1.00, per pkt., 25c

DOUBLE STOCK FLOWERED LARKSPUR. A favorite type with long sprays of double flowers. Dark Blue, Sky Blue, Rose, Salmon-Pink, Pink, Lilac, Rosy-Scarlet, Lustrous Carmine, White, and mixed. 6 Pkts., 75c; per packet, 15c.

LINARIA

(Wild Snapdragon)

Grows readily from seed and blooms freely in mid-winter when most other things are not in flower. Beds of these, in their wide variety of bright colors make a striking effect and the flowers are fine for cutting, resembling dainty miniature Snapdragons.

Mixed. Pkt., 15c; Ounce, 50c.

Fairy Bouquet. New. Flowers larger, on more compact plants 8 or 10 inches high; valuable for beds and borders. Pkt. 25c.

LINUM

Flax

Brilliant and attractive annuals of long life, with flowers profusely produced on wiry stems.

Linum grandiflorum caeruleum. Blue Flax. Packet, 15c.

Linum grandiflorum rubrum. Scarlet Flax. Bright red flowers; when sown with California Poppies it makes a striking effect. Packet, 10c.

LUPINES

Paul J. Howard's New Giant King Lupines, with enormous spikes of beautiful large flowers, on bushes three to four feet tall. A lovely garden plant, and perfect for cutting. **King Blue.** Rich oxford blue. **King White.** Glistening pure white. **Mixed,** including rose, white, sky blue, and dark blue. Packet, 25c.

Lupinus Nanus. The bright blue, dwarf California Lupin. Packet, 10c; 1 lb., \$3.00.

OLD FASHIONED GARDEN FLOWERS

A surprise mixture of many kinds of hardy garden annuals which may be sown in the open ground and require very little care. Packet, 10c; 1 ounce, 25c; 1 lb., \$2.00.

MIGNONETTE

Prized for its fragrance. Ours are the finest florist's strain, for cut-flowers.

Machet Golden. Rich yellow. **Packet, 15c.**

Machet Goliath. Large red spikes. **Packet, 15c.**

New York Market. Unusually large spikes of bloom, creamy white and gold. **Packet, 15c.**

MYOSOTIS

Forget-Me-Not

They bloom the first year if seed is sown early, in cool, moist situations.

Blue Bird. The finest variety, strong growing, free flowering, shapely and of the richest deep blue. **Packet, 25c.**

Alpestris. Royal Blue. **Packet, 15c.**

NEMESIA

Strumosa Suttoni

A brilliant flowered low-growing bedding subject. Paul J. Howard's large flowered hybrids, containing beautiful shades of red, rose, orange, and yellow. The flowers remind one of little Snapdragons. **Packet, 25c.**

Nemesia Blue Gem. A compact bedding or border type with small blue flowers in profusion. **Packet, 25c.**

BABY BLUE EYES

Nemophila

A dainty blue flower native to California. Sow the seed over bulb beds, as a ground cover, or in borders. **Packet, 10c; 1 ounce 35c.**

Paul J. Howard's PRIZE PANSIES

Pansies from Paul J. Howard's Prize strain of seed have been sensational wherever shown. The huge size and rich colorings of their blossoms and the length of their stems have given them premier place among Pansies for cut flowers, and the vigor of the plants makes them unequalled for bedding. Realizing that the best flowers can be had only by planting the most carefully selected strains of seed, we offer the finest obtainable in each of several types.

Paul J. Howard's Super Swiss Giants. This is becoming the most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved, not to be compared with ordinary "Swiss Giants" usually offered. **Packet, 50c.**

Paul J. Howard's Giants of California. The size of flowers in this fine strain is equal to any produced in Europe; the difference in colorings and shape of the flowers in this American type distinguishes them from the European. They contain a wider range of lighter blues, bronzes, yellows and mahogany shades, and the petals are more of solid colors, while the Swiss types usually have darker center petals, with brighter colored borders. Many gardeners and florists prefer the American types. **Packet, 50c.**

Flowerland Bedding Pansies. Although the flowers are not of the huge size of those of our Giant Strains, the color range is very wide and bright, and these bedding pansies are exceedingly long season, making them unexcelled for bright bedding effects. **Packet, 25c.**

Swiss Giant Blue. (Thuner Sea). Immense deep blue flowers with blue-black centers. **Packet, 35c.**

Swiss Giant Red. (Alpenglow). Rich shades of cardinal and garnet. **Packet, 35c.**

Swiss Giant Yellow. Rich yellow with dark brown blotches on the lower petals. **Packet, 35c.**

Paul J. Howard's Brilliant Bedding Pansies. For beds of solid color their profusion of bloom makes them most desirable.

Emperor William. Rich metallic blue. **Packet, 25c.**

Golden Queen. Brilliant yellow. **Packet, 25c.**

Orange King. Deep orange. **Packet, 25c.**

White Queen. Pure White. **Packet, 25c.**

PHLOX

Phlox Drummondii. Unexcelled for a continuous show of color. Crimson, scarlet, flesh pink, rose, lilac, violet-blue, primrose, white, and mixed. Pkt. 15c; 6 pkts. for 75c; 1 ounce, \$1.50.

Dwarf Annual Phlox. (*Nana compacta*). Very low growing, not over 6 inches high, and beautiful in low beds or edgings. used like Verbenas. Large-flowering Dwarf, Old Rose, Scarlet, Yellow, Salmon-Pink with white eye, Chamois-rose, Snow-White, Violet, and mixed. Packet, 25c.

Star-Phlox. Clusters of star-shaped flowers in a wide variety of colors. Plants of same habit as *P. Drummondii*. Finest mixed. Packet, 15c.

POPPIES

ICELAND POPPY

A lovely type, exceedingly fine for cut-flowers. Now in great demand by florists.

Giant Orange; Pink Shades; All colors mixed. Double Ranunculus flowered. All are exceptionally fine strains with large blossoms. Packet, 25c.

CALIFORNIA POPPIES

Fireflame. Brightest orange-scarlet. Packet 15c.

Ramona. Beautifully frilled flowers of rich coppery gold. Packet, 25c.

California Poppy. Native orange. Packet, 10c; 1 ounce, 35c; 1 lb., \$3.00.

California Poppy New Hybrids. A mixture of wonderful new shades of orange, salmon, scarlet, yellow, cream, etc., many flowers beautifully frilled. Packet, 15c; 1 ounce, 75c.

NEW DOUBLE CALIFORNIA POPPIES

Very Striking Flowers of Double and Semi-Double Form.

Golden Glory. A glorious profusion of golden yellow flowers deepened at the center with orange. This is indeed the brightest and showiest of all California Poppies, the glory of the garden. Packet, 25c.

Salmon Beauty. Light salmon. Packet, 25c.

Double All Colors Mixed. Packet, 25c.

SHIRLEY POPPIES

Select Shirley. Large poppies in shades of pink and red. Packet, 15c; 1 ounce, 35c.

American Legion. Brilliant scarlet, large flowers. Packet, 15c.

DOUBLE BEGONIA-FLOWERED POPPIES

A new type of Shirley poppy with double and semi-double flowers with beautifully crinkled, crepe-like petals, excellent as cut-flowers.

Eldorado. A mixture of lovely salmon shades. Packet, 15c.

Dazzler. Orange scarlet. Packet, 15c.

Sweet Briar. (New). An unusually beautiful shade of wild-rose pink. Packet, 25c.

Cavalcade. The most attractive of the double Shirley Poppies. Immense flowers of flaming scarlet on stiff, strong stems. Packet, 25c.

Double Begonia Flowered Mixed. Packet, 15c.

DOUBLE-CARNATION FLOWERED POPPY

Very large flowers with fringed petals, on tall growing plants. Mixed colors Packet, 15c.

ANNUAL ORIENTAL POPPIES

The gorgeous oriental type poppies, in bright red. Grows 3 feet high. Packet, 15c.

HORNED POPPY

Glaucium

Strikingly beautiful, large, glistening orange, and orange-yellow flowers are produced in profusion on robust plants, 2½ to 3 feet high. They are lasting as cut-flowers. Packet 25c.

PRIMULA

Primula malacoides. Fairy Primrose. A free flowering little annual for shady places. Beautiful mixed with ferns, cinerarias and larger Primroses.

Lilac or Rose, Pkt. 25c.

Princess Mary. An improved larger flower with deeper coloring. Pkt. 50c.

Snow Queen. Pure white. Pkt. 35c.

Paul J. Howard's *Rosea Compacta*. Beautifully formed plants, and unusually numerous stems of large deep rose-pink flowers, the whole plant and flower-clusters of pyramidal form, making them particularly desirable for pot culture, or edgings in the partially shaded garden. Packet, 50c.

SCHIZANTHUS

Butterfly Flower

One of the daintiest flowers imaginable, effective in lightening the effect of taller, heavier planting, and valuable for pot-culture, blooming in a few weeks after sowing.

Paul J. Howard's Giant Flowering Hybrids. An extra select strain containing a perfect blending of amber, carmine, mauve, pink, purple, and rose shades. Pkt. 25c.

Paul J. Howard's Prize

STOCKS

Noted for the high percentage of double blossoms which they produce, Paul J. Howard's Prize Stocks represent the highest selection of this most valuable of winter flowers.

Giant Imperial or Improved Bismark. An especially desirable class for cut flower purposes producing robust plants, branching freely, with heavy spikes of large double flowers. Antique Copper, Blood Red, Chamois Rose, Buttercup (an improvement on Canary Yellow), Dark Blue, Royal Purple, Golden Rose, Flesh Pink, Lavender, Lilac, Old Rose, Rose, Santa Maria (a new, superior glistening white) or all colors mixed. Pkt. 25c, or 5 Pkts. for \$1.00.

Beauty of Nice Stocks. A lovely strain of winter-flowering Stocks, with more graceful flower stems, and more compact habit, making them especially fine for bedding effects. Aurora, cream tinted pink; Canary Yellow; Flesh; Light Blue; Blood Red; Old Rose; Rose Pink; (a very fine, clear color, not found in any other strain of stocks); White, and Mixed. Packet 15c; 6 Packets for 75c.

COLUMN STOCKS

New Double Giant Excelsior

This is a magnificent stock, producing one giant spike of bloom resembling a glorified Hyacinth. The florets are 2 to 2½ inches in diameter and the spikes have as many as forty florets when in full bloom. The plant is non-branching, therefore may be planted closer than ordinary varieties and produce a wonderful display when in bloom. Deep Rose, Silvery Lilac, Purple, Scarlet Red, White, Finest Mixed, Packet, 50c.

VIRGINIA STOCK

An unusually effective low growing annual for borders or for covering bulb beds. Covered with blossoms resembling stocks. White, Rose, Red, and mixed. Pkt. 15c; 1 ounce 50c.

VIOLA

In beds, borders, and marginal plantings the charming Violas display a brilliance of color from late fall till midsummer.

Blue Perfection. Porcelain blue.

White Perfection. Pure white.

Apricot Queen. Orange-apricot.

Lutea splendens. Bright golden yellow.

Primrose Dame. Sulfur yellow.

Mauve Queen. Clear mauve.

Papilio. Light blue, white lower petal.

Papilio Dark. Deep violet, white lower petal.

Per Packet 25c

Paul J. Howard's

WINTER FLOWERING SWEET PEAS

Orchid Type

A superior highly perfected strain of the Winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors and fragrance. Paul J. Howard's Orchid Type Sweet Peas are preferred by those who wish to grow the best.

Our list of varieties is chosen from the outstanding novelties and the finest of the older varieties, each we consider the best existing variety of its particular color.

- American Beauty.** Rich crimson rose.
- Amethyst.** Royal purple.
- Aviator.** Dazzling crimson scarlet.
- Annie Laurie.** Richest tone of pure rose pink.
- Blue Bonnet.** Best clear deep blue.
- Cattleya.** Rich rosy lilac, waved and ruffled.
- Eileen.** Rich begonia-rose. Choice novelty.
- Eleanor Blue.** Light delphinium-blue.
- Exposition Pink.** Gorgeous rich pink.
- Fascination.** Salmon rose pink.
- Fragrance.** Mammoth clear lavender.
- Glitters.** Attractive cerise.
- Grenadier.** Brightest scarlet.
- Hope.** Mammoth pure white. (Black Seed).
- Lady Gay.** Soft shrimp pink.
- Lavanda.** Large clear pure lavender.
- Majestic Rose.** Rose pink. Extra-long stems.
- Othello.** Large flowering maroon.
- Ramona.** Luminous coral rose with yellow and pink shadings. Flowers ruffled and duplexed.
- Red Bird.** Rich crimson-red.
- Susanna.** Rich carmine red.
- Valencia.** Sunproof orange.
- White Harmony.** Clear pure white. (Black Seed).

Paul J. Howard's Special Mixture Early Flowering, containing nothing but the above unsurpassed varieties. Packet, 25c; Ounce, 75c.

Price of All of the Above Sweet Peas

Pkt. 25c, 5 pkts. for \$1.00

SWEET PEA FOOD

Especially prepared and blended to work into the trench before planting seed to provide food for the continued growth of the plants, to make a longer blooming season, and larger, longer stemmed blossoms. 2½ lb. pkg. 25c, 5 lb. pkg. 35c, 10 lb. pkg. 60c, 25 lb. pkg. \$1.20.

Plants of Winter-flowering Annuals and Perennials. Now ready at Paul J. Howard's "Flowerland". Visit this charming growing-ground and see how easily, quickly and economically you may have the finest of flowers in your garden, and for your table.

CONTENTS

Agapanthus	8	Leucocoryne	5
Amaryllis	8	Leucojum	6
Anemone	2	Lilies	23
Calla	7	Muscari	18
Clivia	7	Narcissus	9-15
Crocus	18	Nerine	8
Daffodils	9-15	Ornithogalum	7
FLOWER SEEDS	24-31	Ranunculus	3
Freesia	4	Scilla	8, 19
Galanthus	18	Snowdrops	18
Gladiolus	4, 20-21	Snowflakes	6
Glory of the Sun	5	Sparaxis	3
Goldstar	7	Squill	19
Grape Hyacinth	18	Star of Bethlehem	7
Guernsey Lily	8	Tritonia	3
Hyacinth	19	Tulips	16, 17, 18
Iris	6, 22	Veltheimia	8
Ixia	6	Watsonia	5
Jonquil	14	Zephyranthes	5

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SEEDS will be sent prepaid at catalog prices.

BULBS in quantities less than 50, are sent prepaid; orders of 50 or more bulbs, Express Collect unless 10% additional is sent for postage.

TERMS. Cash with order, except for customers having established charge accounts.

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PAUL J. HOWARD'S

Horticultural Establishment

250 South La Brea Ave.

LOS ANGELES

Tel. WH. 1141